



AAO 2023 Daily

Capture the attention of ophthalmologists worldwide with an ad in *AAO 2023 Daily*, a daily clinical e-newsletter from *EyeNet*. Reported over 5 days in San Francisco, *AAO 2023 Daily* allows ophthalmologists at the convention and at home to stay on top of news from the Academy's Subspecialty Day and AAO 2023.

DISTRIBUTION

AAO 2023 Daily is emailed daily with a preview blast on Thursday night, and during the meeting, Friday through Monday, to all Academy members, members of the American Academy of Ophthalmic Executives, and Subspecialty Day and AAO 2023 attendees.

RATES

Leaderboard: \$15,450/day.

Box ads: \$12,875/day.

PRODUCTION SPECS

Leaderboard: 468 x 60 pixels

Box ad: 300 x 250 pixels

Resolution: 72 dpi*

Format: PNG or JPEG

Link: Send one url for the banner to link to

DEADLINE

Materials due October 13

*Banner art must be clear and text within the banner must be legible; minimal text is recommended. Any ads featuring a white background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from blast content.

The screenshot shows the layout of the AAO 2021 Daily e-newsletter. At the top is the American Academy of Ophthalmology logo and the title 'AAO 2021 Daily'. Below this is an advertisement for a '468x60 Leaderboard'. The main content includes an 'Opening Session' section with a sub-header 'Charting a Course in Difficult Times' and a paragraph about the Academy's assessment of 2020. There is also a 'Physician Well-Being and Mental Health' section. A 'Photo of the Day' section features a video thumbnail with the text 'Illusion met @ophthalmology when Teller made a surprise cameo appearance with his partner Penn during @oculoblog's Michael Marmor Lecture in Ophthalmology at #AAO2021 (see "Meeting Roundup," below)'. The 'Clinical Highlights' section includes 'Pearls From the Cataract Spotlight Session', 'Beyond Corneal Transplants: Endothelial Cell Replacement', and 'What's New With Polypoidal Choroidal Vasculopathy'. At the bottom, there is a 'Box' advertisement and an 'Original Papers' section titled 'Panelists Name 2020's Best Papers'.

RESERVE YOUR SPACE

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